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SUBJECT: VIRTUAL CONSULATE SAN PEDRO SULA

REF: 04 State 203909

1. Per the reference and in accordance with 2 FAM 131, Post has initiated planning efforts to establish a Virtual Presence Post, to be called United States Virtual Consulate San Pedro Sula (VC SPS). It is anticipated that in February 2006, the Chief of Mission will formally launch VC SPS as part of a larger Embassy on the Road event. Four to eight weeks later, the website (sanpedrosula.usvpp.gov) should be operational.

2. The primary goal of VC SPS is to broaden and deepen the engagement of the United States in the city of San Pedro Sula and the Department of Cortes. This will be accomplished through a creative mix of traditional diplomacy (i.e., regular visits, media outreach, & assistance programs) and new diplomacy techniques (a branded Website, a VC SPS City Team, digital video conferencing, chat sessions, etc.) to develop improved contacts and relationships with the target audiences in San Pedro Sula.

3. San Pedro Sula is the second largest city in Honduras and the business capital. Furthermore, CAFTA will likely enhance the relative importance of the city both within the country and to the United States. These facts make San Pedro Sula evermore relevant to the Mission and make it an imperative that we engage more effectively with non-traditional and target audiences.

4. Point of Contact is Bernt Johnson by email at johnsonbb@state.gov or by phone at IVG 539-4937, 011-504-2136-9320, ext. 4937.

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